

ABSTRACT OF THE INVENTION

A method and system for sending massive e-mail messages that include test messages sent to selected small portions of the global targeted audience. A message containing the text or content part of the message can be stored and retrieved for inclusion in each test message so that the content does not need to be repeatedly retyped. The audience members are selected randomly for each test so that the tests provide statistically valid results. The test results are conveniently grouped for ease of evaluation of the test feedback.